

RJ REYNOLDS
TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

AUGUST 1998

RJR Account #442680
M. Gandulla
MOUNTAIN CANDY

SALEM TEAR TAPE PROMOTION #800438: SEPTEMBER

Dear Mark:

Attached are September orders for *Salem .30¢ Tear Tape* product. No displays are required, as retailers will utilize displays they received with the July Salem Tear Tape distribution. Ship the number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. *This product is being shipped @ .30¢ off-invoice.*

RJR will reimburse you \$4.75 per promoted 6M case for all displays packed and shipped to retail on a timely basis.

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L 9 8 , 3 0 / _ 1 P K

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: J. McLean
Enc. Retail Customer List
Wholesaler Packing Instructions

SEPSAL.DOC

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8908

MOUNTAIN CANDY

SEPTEMBER DELIVERY SALEM TEAR TAPE

* * * UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM AUGUST PRODUCT DISTRIBUTION TO MEET SEPTEMBER DISTRIBUTION AS NEEDED* * *

PRODUCT PO # 090898

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	3
12300-24195	Full Flavor 100	2
12300-24196	Light	3
12300-24197	Light 100	2

PRODUCT / DISPLAYS ARRIVAL: SEPTEMBER 8, 1998

SHIP DATE TO RETAIL: WEEK OF: SEPTEMBER 14, 1998

EFT \$ AMOUNT: \$3,427.97

PACKING / SHIPPING PAYMENT \$47.50
(10 (6M) promoted case(s) @ \$4.75).

SEPTEMBER Drive Period 809 / Promotion #800438

PROMOTION DESCRIPTION:

SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER
AS INDICATED ON THE ATTACHED CUSTOMER LIST.

RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY
WHICH WAS SHIPPED WITH JULY PRODUCT DISTRIBUTION.

SEPTEMBER DELIVERY

51844 8909

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WORKPLAN VAP TEMPLATE LISTING

PAGE: 37

DATE: 98-DB-04

TIME: 04:59 PM

WHOLESALER : 442680 MOUNTAIN CANDY & CIG. CO., INC <DIRECT>
 TEMPLATE : 800438 80900 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	LT		LT		TOTAL	TAX	JURIS	SUPPLIER
							M85	M100	M85	M100				
133001	6594779	DAILY STOP INC	168 JERSEY AVE	PORT JERVIS	NY	12771	2	1			3			
133001	693284	PINE ISLAND FOOD CT	RR 3 BOX 3	GOSHEN	NY	10924	2	1	1		4			
133001	720308	ULTRA POWER FOOD ST	COUNTY RT 1 & PUL	PINE ISLAND	NY	10969	1		2		3	2472-0000		
162204	575577	GETTY MART	91 W MAIN ST	HANCOCK	NY	13783	4	2	3	1	10			947259
162210	178199	OELKERS STORE	PO BOX 74 ROUTE 9	BARRYVILLE	NY	12719	2		2		4			906099
162210	179180	LAKES OF CIRCLEVILL	ROUTE 302	CIRCLEVILLE	NY	10919	1	1	1	1	4			
162210	179188	BRIAN ELTZ D/B/A/	480 NORTH ST	MIDDLETON	NY	10940			1		1			900159
162210	250219	JOE ROTAS	288 BROADWAY	MONTICELLO	NY	12701	1	1			2			927038
162210	386605	CABRERA'S AUTO REPA	ROUTE 42 NORTH	MONTICELLO	NY	12701			1		1			941617
162210	388703	52 PICK-UP	6363 STATE ROUTE	LIBERTY	NY	12754	1				1			928895
162210	443887	EXPRESS MOBIL	361 BROADWAY	MONTICELLO	NY	12701	5	3	6	2	16			
162210	458081	AMI PETRO, INC.	700 ROUTE 211 E	MIDDLETON	NY	10940	4	1	3	4	12			
162210	543650	ULTRA POWER MART	RT. 17 B	WHITE LAKE	NY	12786	1		1	1	3	2472-0000		
162210	569038	MOM & POP'S	265 SULLIVAN STRE	WURTSBORO	NY	12790	1		1	1	3			
162210	569076	TIGERS DEN EXXON	ROUTE 52	LIBERTY	NY	12754	2	2	2	2	8			922062
162210	580163	SUNRISE STORE DBA	SUNRISE STORE	SLATE HILL	NY	10973	1	2	1		4			954644
162210	586029	RACEWAY EXXON	167 JEFFERSON ST	MONTICELLO	NY	12701			2	1	3			919464
162210	590577	STEVE'S	KIRK ROAD	NARROWSBURG	NY	12764		1			1			952150
162210	626503	ROSCOE MART	BOX 661	ROSCOE	NY	12776	2				2			
162210	654302	SUNOCO ULTRA POWER	RT. 17 WEST	PARKSVILLE	NY	12768	1	1	1	1	4	2472-0000		
162210	654303	ULTRA POWER CORP	MAIN ST. & ROCK A	LIVINGSTON	NY	12758		1	1		2	2472-0000		
162210	667376	ULTRA POWER FOODMAR	RTE 17K	BLOOMINGBUL	NY	12721	1		1		2	2472-0000		
162210	674467	KOLI ENTERPRISES	425 MAIN ST	SOUTH FALLS	NY	12779	2	2	2	2	8			965038
162210	674468	U-P WOODBOURNE	RT. 42 & 52	WOODBOURNE	NY	12788	2		2		4			964809
162210	675062	ULTRA POWER MONTICE	RACEWAY RD & JEFF	MONTICELLO	NY	12701	1		2	1	4	2472-0000		
162210	675063	ULTRA POWER LIBERTY	RT. 17 & SULLIVAN	LIBERTY	NY	12754			1		1	2472-0000		
162210	675064	MOBIL MINI MART	KHOTIAR CORP.	COCHETON	NY	12726	1	1	1	1	4			964932
162210	678964	A&K DELI MART	210 WICKHAM AVE	MIDDLETON	NY	10940			1		1			970285
162210	688672	STAR MARKET LLC	RT 17N M&M RD	MIDDLETON	NY	10940			1		1			967042
162210	688860	R&S INCORPORATED	P.O. BOX #2	BULLVILLE	NY	10915	2	1	1	1	5			
162210	691930	FINE MART, INC.	RT. 42	KIAMESHA LA	NY	12751	2	2	2	2	8			
162210	698971	ROXBURY CONV STORE	MAIN STREET	ROXBURY	NY	12474			3		3			
162210	703094	A&T PETROLEUM	PO BOX 1103	PINE BUSH	NY	12566	2	2	2	2	8			964510
162210	705602	KELLY'S DELI	210 N MAIN ST	LIBERTY	NY	12754				1	1			
162210	723846	GILL MART	76 E MAIN ST	MIDDLETON	NY	10940		1			1			
162210	732084	SONNY'S QUICK MART	3 JEFFERSON ST	MONTICELLO	NY	12701		1	1		2			
162210	737910	RALPH'S	259 E MAIN ST	MIDDLETON	NY	10940	2	2	2	2	8			981142
162210	748365	SONNY'S MOBIL MART	SHIVANI CORP	MONTICELLO	NY	12701	1				1			
162210	748366	PARK CIRCLE CONV	203 NORTH ST	MIDDLETON	NY	10940	1				1			
162210	748368	STEVE'S COUNTRY	ROUTE 31 4775	GLEN SPEY	NY	12737	1	1	1	1	4			
162210	752648	NEIL PETRO	ROUTE 4252	WOODBOURNE	NY	12788	2	2	2	2	8			
162210	765912	CITGO QUICK STOP	ROUTE 53 COUNTY R	LOCH SHELDY	NY	12759	1	1	1	1	4			

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TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	LT		LT		TOTAL	TAX	JURIS	SUPPLIER
							M85	M100	M85	M100				
162210	769971	SHORT STOP STORE IN	480 E MAIN ST	MIDDLETOWN	NY	10940	1		1		2			
162210	895203	FAIR OAKS S/S INC.	ROUTE 17M-BROWN R	MIDDLETOWN	NY	10940	1				1			925586
162304	643303	SPI INSTAMART	699 N PEARL ST	ALBANY	NY	12204	2	2	2	2	8			
162306	178618	HWANG CORP	RR 3 BOX 490A	RED HOOK	NY	12571	1	1	1	1	4			949461
162306	620264	CITGO GUJAR	ROUTE 32	ROSENDALE	NY	12472	3	2	2	2	9			956268
162306	693696	ASIAN AMERICAN	RT 199 BOX 421	PINE PLAINS	NY	12567	1	1	1		3			970798
162307	303493	MEADOW HILL MOBIL	1117 UNION AVE	NEWBURGH	NY	12550	2	2	2		6			481952
162307	420051	GETTY GUJJAR PETRO	76 NORTH CHEST RT	NEW PALTZ	NY	12561	1				1			
162307	472372	CHILIANA E ASSOC. IN	69 N PLANK RD	NEWBURGH	NY	12550			1		1	0362-0102 NYS		046912
162307	636230	EMAN MOUTAFI LTD	1 HOMewood AVE	NEWBURGH	NY	12550	1		1		2	5474-0000		
162307	733040	JAMAN ENTERPRISE LT	5004 ROUTE 9 WEST	NEWBURGH	NY	12550	1	1	2		4	0362-0102		
162307	764472	RAM PETROLEUM	160 MAIN ST	NEW PALTZ	NY	12561	1	1	1	1	4			
162307	769218	A-PLUS #60026	78 STATE ROUTE 17	NEWBURGH	NY	12550	1		1	1	3	0362-0102 NYS		
162307	769307	MAISIES QWIK DELI	357 N PLANK RD	NEWBURGH	NY	12550	2	2	2	2	8			
162307	804417	HOMESTEAD DELI	305 HOMESTEAD AVE	MAYBROOK	NY	12543	1	1	1	1	4			
162307	963875	BAXTER'S PHARMACY	24 NEW PALTZ PLZ	NEW PALTZ	NY	12561	1	1	1	1	4			951756
162308	619804	VALUE RITE THRIFT	650 VIOLET AVE	HYDE PARK	NY	12538	2	2	2	2	8			
162308	723015	LAL PETROLEUM	RT 44 & TIMOTHY H	PLEASANT VA	NY	12569	2	2	2	2	8			
162308	729876	FOODWAY CONV	1163 ROUTE 9	WAPPINGERS	NY	12590	1	1	1	1	4			
162308	766944	BUDDY'S SERVICE CTR	233 FREEDOM PLAIN	POUGHKEEPSI	NY	12603	3		5	1	9	1449-0000		946194
162309	460627	STORMVILLE CITGO	ROUTE 216	STORMVILLE	NY	12582	1	1	1	1	4			
162309	682873	RKJ ENTERPRISE	I - 84 & RTE 52	CARMEL	NY	10512	1	1	1		3			965327
162605	752652	ODESSA COUNTRY STOR	4884 MAIN STREET	ODESSA	NY	14069			1	1	2			

PAGE BREAK TOTAL ACCOUNTS 65 TOTAL QUANTITY 82 54 87 49 272

TEMPLATE TOTAL ACCOUNTS 65 TOTAL QUANTITY 82 54 87 49 272

***** END OF REPORT FOR PROMOTION 800438 *****

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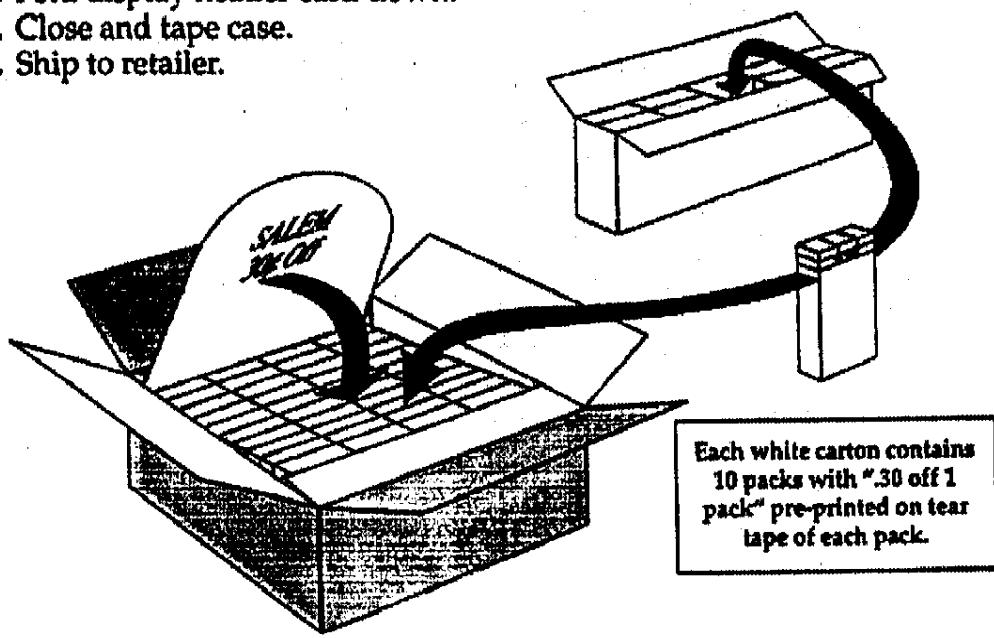
WHOLESALER PACKING INSTRUCTIONS

SALEM TEAR TAPE

3RD QTR 98

September SALEM 30¢ OFF 1 Pack Tear Tape**STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item# 541964

MSA Promotion Reporting Description: SAL_98_30/1_PK

King	100	LT King	LT 100		
	Skip Number as Indicated				

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Salem '98

30¢ Off Pack Promotion

NOW
OFF-INVOICE

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and poster
- Price discount clearly communicated



item #541970

- Comes packed in shipper display

SALEM '98 SNIPED PASTER

SALEM SNIPED PACK REPLICA POS



item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

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